

\*multiple orders

SUB CLASS

CIRCLE ONE \*NEW BUSINESS/WITH AGY=A / NEW BUSINESS/NO AGY=N

AMOUNT OF ORDER \$ 16,250 ADDRESS / NEW CLIENT ORDER STARTS 10/9/12

AGENCY NAME: Great American Media AGY # \_\_\_\_\_

ADVERTISER NAME: Democratic Senatorial  
Campaign Committee ADV # \_\_\_\_\_

AGENCY ADDRESS: 1010 Wisconsin ave.

CITY Washington STATE DC ZIP CODE 20007

PHONE NUMBER \_\_\_\_\_ BUYER NAME Dan Nagelberg

GET FROM TRAFFIC \* BRAND CODE \_\_\_\_\_ CONFLICT CODE \_\_\_\_\_

A/E NAME D. Clark AGY COMMISSION YES/NO \_\_\_\_\_ REP # \_\_\_\_\_ OFFICE \_\_\_\_\_ SALESMAN# \_\_\_\_\_

CIA ACCOUNT \_\_\_\_\_ CREDIT APPLICATION NEEDED \_\_\_\_\_ LETTER OF LIABILITY \_\_\_\_\_

SALES MANAGEMENT APPROVAL \_\_\_\_\_ SALES MANAGEMENT APPROVAL ACT

NOT NEW BIZ

NEW BIZ

REP-HEADLINE# 6135438  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 703 528 7880  
HARRIS REPORT FROM REP

MAY7/12 12.40  
\*\*\* WDCW-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/DSCC  
AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA  
1010 WISCONSIN AVENUE  
WASHINGTON, DC 20007

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME DAN NAGELBURG  
SALES PRSN WA- DAVE CLARK

ORDER # \_\_\_\_\_ CONTRACT # 6135438  
PRDCT DSCC EST#1139 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT9/12 OCT15/12 WK-1

CLASS: NATL. LOCAL REGIONAL

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_

CO-OP BILLING NEEDED

DATE MAY7/12 12.40

REP: TO: NSA WDCW  
FROM: GREG FOR DAVE  
\*\*\*NEW ORDER\*\*\*  
TTL...\$16250...30X  
THX PLS CFM, 5/7/12

\*New biz date 10/10/13

1, 2, 7, 8 => :30s/:30s  
(15) -> NCAA SEC Football  
(20) -> Sports Week

Newsplus nu. desc

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =

AGENCY EST# = 1139

1			800A-900A	30		\$200.00	10/9	10/12	1		TU-F	1
PROGRAM : NEWS PLUS AM												
2			800A-900A	30		\$200.00	10/15	10/15	1		MON	1
PROGRAM : NEWS PLUS AM												
3			600P-630P	30		\$300.00	10/9	10/12	2		TU-F	2
PROGRAM : SEINFELD												

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CF 7/12

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			600P-630P	30		\$300.00	10/15	10/15	1		MON	1
PROGRAM : SEINFELD												
5			630P-700P	30		\$300.00	10/9	10/12	2		TU-F	2
PROGRAM : SEINFELD												
6			630P-700P	30		\$300.00	10/15	10/15	1		MON	1
PROGRAM : SEINFELD												
7			600P-700P	30		\$600.00	10/9	10/12	2		TU-F	2
PROGRAM : NEWS PLUS AM												
8			600P-700P	30		\$600.00	10/15	10/15	1		MON	1
PROGRAM : NEWS PLUS AM												
9			700P-730P	30		\$1,100.00	10/9	10/12	2		TU-F	2
PROGRAM : 2.5 MEN												
10			700P-730P	30		\$1,100.00	10/15	10/15	1		MON	1
PROGRAM : 2.5 MEN												
11			730P-800P	30		\$1,200.00	10/9	10/12	2		TU-F	2
PROGRAM : 2.5 MEN												
12			730P-800P	30		\$1,200.00	10/15	10/15	1		MON	1
PROGRAM : 2.5 MEN												
13			700P-730P	30		\$550.00	10/13	10/13	1		SAT	1
PROGRAM : SAT 7P 2.5 MEN												
14			730P-800P	30		\$550.00	10/13	10/13	1		SAT	1
PROGRAM : SAT 730P 2.5 MEN												
15			1200N-1230P	30		\$900.00	10/13	10/13	2		SAT	2
PROGRAM : SAT COLLEGE FOOTBALL												

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:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS	: WEEK	: DAYS	: TOTL
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
16			900A-1000A	30		\$275.00	10/9	10/12	3		TU-F	3
	PROGRAM :		JUDGE MATHIS									
17			1000A-1100A	30		\$275.00	10/15	10/15	1		MON	1
	PROGRAM :		PEOPLE'S COURT 10A									
18			1100A-1200N	30		\$275.00	10/9	10/12	3		TU-F	3
	PROGRAM :		PEOPLE'S COURT 10A									
19			200P-300P	30		\$275.00	10/15	10/15	1		MON	1
	PROGRAM :		MAURY POVICH									
20			1230P-100P	30		\$250.00	10/14	10/14	1		SUN	1
	PROGRAM :		SPORTS WEEK									
OCT/12			16250.00									
											CONTRACT TOTAL	16250.00
											TOTAL SPOTS	30

MARKET TOTALS \$541,666 WDCW 3% WJLA 21% WUSA 21% WRC 21% WTTG 32% WFXW 0% WDCA 2%  
 CABL 0%

SVC- NSI  
 DEMOS- RA35+\*